

REAL ESTATE

The Safest Investment in the World
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DO YOU LEARN EASILY?

Or Must You Wait for Another Great Crisis to Complete Your Education?

IT required a great war, with the fabulous demand for funds and its vast system of emergency financing, to educate the American public to the advantages of bond buying. It required another crisis of a countrywide nature to make this same public cognizant of the merits of the oldest and safest investment in the world—real estate.

Not until the pinch of the building famine had brought him to a painful awakening did the average man realize that the ground beneath his home or office was fertile soil for the sowing of his dollars.

The real estate columns of the metropolitan newspapers bear constant testimony to the fact that the lesson is being learned. Each day sees an addition to the list of those who appreciate the income possibilities that lie in dwellings, apartment houses and office buildings or the wealth potentialities inherent in vacant land. Follow the daily real estate columns and convince yourself of the truth of this statement.

BUT the process of education is less than half complete, the truth less than half told. There are still among us thousands who firmly believe that fortunes made from real estate are a thing of the dim past. What they forget is that the dim past they have in mind was the present for John Jacob Astor and others like him. It is the same old story. The real estate history being written today will in the days to come cause many a backward looker to kick himself.

Every form of substantial investment has its cycle of opportunity. Real Estate is always a good investment, but this is its great day. It is no longer a question of Shall I buy? but rather Whom shall I buy through? A chance to buy gold at 25 cents per pound would sound like a miraculous opportunity. For the average man it would be full of hazard unless he was guided in the purchase by some one who could tell brick from bullion.

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